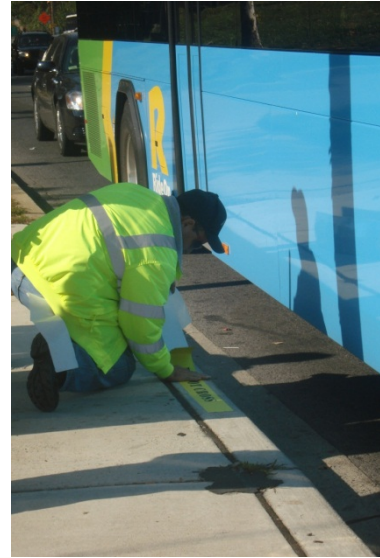




The Piney Branch Campaign – Engineering, Education, Enforcement

ENGINEERING - CURB MARKERS

- Curb markers installed first week of November
- “Do Not Cross” and “No Cruce” installed every 20-30-feet
- “Cross Here” installed at crosswalks
- Installed by County Sign Crew
- StreetSmart Fall Media Event held November 14 at Piney Branch; focused on curb markers and Safety Promotion Teams
- Some issues recently with markers being removed



BEFORE

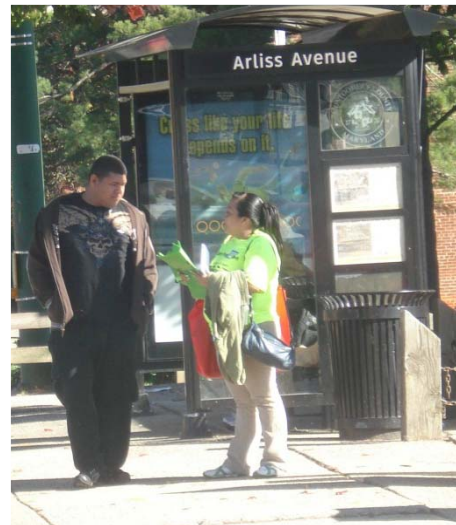


AFTER



EDUCATION - SAFETY PROMOTION TEAMS

- Eight days of community outreach activity (8 hours per day) conducted by CASA de Maryland
- Training conducted prior to first “event” – key in promoters’ understanding the importance of their role and the message they were conveying to the public
- Teams of 4 Safety Promoters and 1 Supervisor
- Spoke with pedestrians on the street about pedestrian safety; handed out bright green tote bags and “Safety Tips” brochures
- Reached approximately 4,325 pedestrians
- Distributed 2,200 bags and 3,750 brochures; would have distributed more bags if had more inventory
- Response from pedestrians largely positive:
 - Appreciative of promoters’ presence; encouraged them to continue and expand their efforts
 - Many pedestrians unaware of risky behavior and proper way to cross the street
 - Requests to expand to other parts of the County, including Wheaton, Rockville, and Downtown Silver Spring
 - Recommended that outreach target drivers as well, who often do not yield to pedestrians
- Lessons Learned from CASA:
 - Importance of combining education and enforcement efforts
 - Focus campaign on young adults (frequent offenders; not as willing to listen to promoters)
 - Work with area businesses and apartment complexes
 - Work with Public Transportation Departments/Agencies





ENFORCEMENT EFFORT

- 2-week targeted “Zero-Tolerance” Pedestrian Safety Enforcement Campaign
- December 8 – 21; various times and locations along the corridor
- Police worked in teams of 4-8 officers; 3-hour details
- Police found more violations in the afternoon than morning (consistent with data collection)
- Enforcement Statistics:
 - 425 citations (23 vehicle)
 - 264 warnings
 - 2 arrests



DATA COLLECTION

- Baseline data collection performed weeks of 10/24 and 10/31
- Some findings from baseline data collection:
 - In general, more jaywalking in the afternoon than in the morning
 - “Hotspot” for midblock crossings is Piney Branch north of University
 - High level of compliance with mid-block crosswalk between Arliss and Garland
- Post-education data collected week of 11/28, prior to start of enforcement effort
- Post-enforcement data to be collected following enforcement campaign